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U.S. Patent and Trademark Office, U. S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 10/599,923
Examiner: Nathan UberFirst Named Applicant: Woo Sung Lee
Art Unit: 3622 Status of Application: Final OA

Tentative Participants:

(1) Changhoon Lee (2)
(3) (4)

Proposed Date of Interview: February 17, 2010

Proposed Time: 1:30 (AM/PM)

Type of Interview Requested:

(1) Telephonic (2) Personal (3) Video ConferenceExhibit To Be Shown or Demonstrated: YES NO

If yes, provide brief description:

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) 102	Claim 1	Art Davis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 Continuation Sheet Attached Proposed Amendment or Arguments Attached

Brief Description of Arguments to be Presented:

See the attached agenda

An interview was conducted on the above-identified application on _____.

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

 Applicant/Applicant's Representative Signature

Changhoon Lee

Typed/Printed Name of Applicant or Representative

L0316

Registration Number, if applicable

Examiner/PAE Signature

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

TO THIS ADDRESS, SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Woo Sung Lee

Examiner: Nathan C. Uber

Serial No.: 10/599,923

Group Art Unit: 3622

Filed: October 13, 2006

Attorney Docket No.: 56587.43

For: METHOD FOR CONTROLLING
DISPLAY OF KEYWORD
ADVERTISEMENT IN INTERNET
SEARCH ENGINE AND A SYSTEM
THEREOF

Customer No.: 27128

Confirmation No.: 6610

Last Office Action: December 10, 2009

PROPOSED AMENDMENT

1. A computer-implemented method for controlling display of a keyword advertisement, comprising the steps of:

defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword, each of said unit display zones being an advertising position to be displayed in a same search result in response to a search request associated with said predetermined keyword wherein a separate bidding process is performed for each of said unit display zones based on each advertiser's selection of a unit display zone and bid prices;

receiving a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers, both the preferred unit display zone and the at least one secondary unit display zone being displayed in a same search result in response to a search request associated with the keyword at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid price;

Application of: Woo Sung Lee
Serial No.: 10/599,923
PROPOSED AMENDMENT

determining a first winning bid for a first unit display zone based at least in part on a bid price, a first advertiser submitting the first winning bid, selection of the first unit display zone as the preferred unit display zone and selection of a second unit display zone as the secondary unit display zone, both the first unit display zone and the second unit display zone being displayed in the same search result in response to a search request associated with the keyword wherein the determining the first winning bid is performed by a processor;

storing said bid data including the first winning bid associated with said first unit display zone in a memory;

determining whether [[a]] the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, the first advertiser submitting the first winning bid;

upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, retrieving at least a portion of said stored bid data from the memory wherein the first advertiser's right to display the advertisement on the first unit display zone is determined to be terminated;

determining a second winning bid without soliciting new bids, based at least in part on a bid price, among said retrieved bid data for placement of an advertisement on said first unit display zone in association with search result list generated in response to a search query associated with said predetermined keyword, said retrieved bid data including previously entered bids for said first unit display zone;

transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid;

displaying an advertisement of the second advertiser on said first unit display zone;

[[and]]

upon termination of terminating the first advertiser's right to display [[a]] the advertisement on said first unit display zone[[.]], and

performing a re-bid process for [[a]] said second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid for the second unit display zone if the first advertiser's bid was made for the second unit display zone as well as the first unit display zone.

Application of: Woo Sung Lee
 Serial No.: 10/599,923
 PROPOSED AMENDMENT

REMARKS

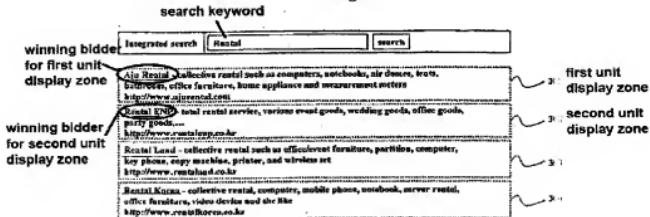
Claim Rejections under 35 U.S.C. § 102

(1) The Office Action states that claims 1, 3-8, 10, 12, 14-16 and 21-22 are rejected under 35 U.S.C. § 102(b) as being anticipated by Davis et al., U.S. Patent No. 6,269,361 (hereinafter "Davis"). Applicant respectfully traverses these rejections.

The Cited David Reference

The claimed invention is directed to a method of or computer-readable recording media to perform acts of automatic re-bidding process for a specific advertisement position on a web page associated with a search keyword based on previously entered biddings for the advertising position. A search result for a search keyword defines a plurality of advertising areas (i.e. a plurality of unit display zones) in association with the search keyword. For example, the claimed invention receives a set of bids for the first unit display zone and another set of bids for the second unit display zone where both the first and second unit display zones are displayed in response to the same search request associated with the same search keyword. The present invention receives multiple bids for each advertising area associated with the same search keyword from a plurality of advertisers for the search keyword and stores bid data containing such bids, which are not found in Davis.

Fig. 3



Application of: Woo Sung Lee
 Serial No.: 10/599,923
 PROPOSED AMENDMENT

Fig. 4

first unit display zone		second unit display zone		
		<Bid Field>		
First rank	OA bank 1,000won	OA bank 200won	OA bank 500won	OA bank 400won
Second rank	A 750won	B 800won	C 700won	D 400won
Third rank	E 700won	F 700won	G 600won	
Fourth rank				
First bid price data		OA bank 1,000won	OA bank 1,000won	OA bank 700won
				OA bank 700won

(4) Furthermore, the claimed invention as amended herein receives selection of multiple advertising areas (i.e. unit display zones) for the same search keyword from the same advertiser. Particularly, the claimed method receives a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers. Both the preferred unit display zone and the at least one secondary unit display zone are to be displayed in the same search result in response to a search request associated with the same keyword. In reference to Figs. 3 and 4 above, reproduced for the Examiner's convenience with annotation, the claimed invention defines a plurality of unit display zones (e.g. first and second unit display zones) in association with a predetermined keyword and receives one or more bid data for each unit display zone from one or more advertisers. As illustrated in the above figures, the advertiser, OA bank has selected one preferred unit display zone (e.g. Unit Display Zone 1 - bid price of 1,000 Won) and three secondary unit display zones (e.g. Unit Display Zones 2-4). Those unit display zones would be displayed in the same search result in response to a search request having the same predetermined keyword.

(5) On the contrary, Davis does not disclose the claimed limitations of "defining a plurality of unit display zones in association with a predetermined keyword, each of said unit display zones being an advertising position to be displayed in a same search result in response to a search

Application of: Woo Sung Lee
Serial No.: 10/599,923
PROPOSED AMENDMENT

request associated with said predetermined keyword wherein a separate bidding process is performed for each of said unit display zones based on each advertiser's selection of a unit display zone and bid prices; and receiving a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers, both the preferred unit display zone and the at least one secondary unit display zone being displayed in a same search result in response to a search request associated with the keyword."¹

¹ The amended limitations are supported by the specification, for example, para. [0052] - [0061].

Application of: Woo Sung Lee
Serial No.: 10/599,923
PROPOSED AMENDMENT

(6) In reference to Fig. 7 above, reproduced for the Examiner's convenience, and col. 18, lines 4-21, the advertising management system of Davis receives multiple biddings for the search keyword, not for each unit display zone of multiple unit display zones associated with the same search keyword, and orders and arranges the search listings in order from highest to lowest bid amount. For example, the bid data received for the first ranked advertising entry (i.e. search list entry) 710a in Fig. 7 are same with the bid data received for the second ranked advertising entry 710b. In this regard, Davis does not disclose the claimed limitations of "retrieving at least a portion of said stored bid data from the memory wherein the first advertiser's right to display the advertisement on the first unit display zone is determined to be terminated; determining a second winning bid without soliciting new bids, based at least in part on a bid price, among said retrieved bid data for placement of an advertisement on said first unit display zone, said retrieved bid data including previously entered bids for said first unit display zone; transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid."

Application of: Woo Sung Lee
 Serial No.: 10/599,923
 PROPOSED AMENDMENT

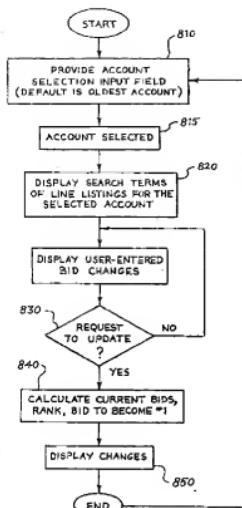


Fig. 8

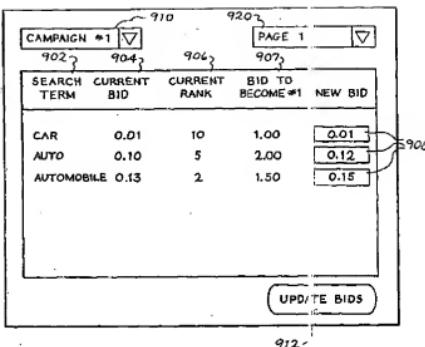


Fig. 9

(7) Furthermore, Davis only discloses that a single advertiser can bid for multiple search keywords, not for the multiple unit display zones associated with the same search keyword. In reference to Figs. 8 and 9 above, reproduced for the Examiner's convenience and col. 18, line 37- col. 19, line 16, Davis discloses a user interface enabling an advertiser to manage his or her multiple biddings (908) for different search terms (902) via consolidated interface.

(8) In reference to col. 9, lines 42-49, Davis discloses the general description of typical bid for placement model². As discussed above, Davis does not disclose winning bids for more than one positions associated with the same search keyword. It just selects a predetermined number of winning bids for one search term, ranks the selected winning bids and arranges them in the order of the bid amount. Thus, while Davis does not disclose them, upon termination of the first

² The higher bids receive more advantageous placement on the search result list page generated by the search engine 24 when a search using the search term bid on by the advertiser is executed. In a preferred embodiment of the present invention, the amount bid by an advertiser comprises a money amount that is deducted from the account of the advertiser for each time the advertiser's web site is accessed via a hyperlink on the search result list page.

Application of: Woo Sung Lee
Serial No.: 10/599,923
PROPOSED AMENDMENT

ranked bidder's advertisement, the system could move up the second ranked bidder because the advertisers (i.e. bidders) have not designated advertising position or location for their bidding. On the contrary, the claimed invention receives two different sets of biddings for the respective first unit display zone and the second unit display zone and determines only one winning bid for each unit display zone. Thus, teachings in Davis are not applicable to the claimed invention. (9) As to claims 1 and 21, Davis does not disclose the claimed limitations of "performing a re-bid process for said second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid for the second unit display zone." Again, Davis does not disclose defining multiple predetermined advertising positions for the same keyword and an advertiser's selection of a plurality of the multiple advertising positions for the same keyword, as the preferred position and the secondary position. The claimed re-bid process is performed for a secondary unit display zone of an advertiser who loses the winning bid for his/her preferred unit display zone, which is not found in Davis.